

CENTRE FOR DISTANCE AND ONLINE EDUCATION

Aligarh Muslim University, Aligarh

Session: 2020-21

M.Com, Semester-Ist

FUNDAMENTALS OF MARKETING

(CMM-1001)

Total Marks: 25

a) Attempt any three questions.

1. What is Marketing Management? Explain the nature and Scope of Marketing.
2. Describe the term Marketing Mix in detail.
3. Write notes on:

(a) Marketing Plan	(b) Marketing Strategy
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4. Define consumer and types of consumer.

ASSIGNMENT

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MANAGEMENT CONCEPT

(CMM-1002)

Total Marks: 25

a) Attempt any three questions.

1. What is management? Explain the functions of Management in Detail.
2. Write short notes on:
(a) Behavioral Approach (b) Contingency Approach
3. Define Planning. Explain in detail the significance and limitations of planning.
4. Describe Decision Making. Explain the process of Decision Making.

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FUNDAMENTALS OF MANAGEMENT INFORMATION SYSTEMS

(CMM-1003)

Total Marks: 25

a) Attempt any three questions.

1. Discuss various activities performed by MIS in an organization.
2. What is customer relationship management? Why is it so important to businesses?
3. What is a strategic information system? What is the difference between a strategic information system and a strategic-level system?
4. What is the organizational, management, and technology dimensions of information systems?

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FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT

(CMM-1004)

Total Marks: 25

a) Attempt any three questions.

1. Discuss the importance of Human Resource Management (HRM) and why we need HRM?
2. Explain the concept of organizational culture with its functions.
3. Explain in details the significance of personnel department in the organizational structure of an industry.
4. What are the main types of Human Resource Planning?

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FINANCIAL ACCOUNTING

(CMM-1005)

Total Marks: 25

a) Attempt any three questions.

1. Describe important provisions of the Banking Regulation Act 1949.
2. What is Holding Company? Discuss the advantages and disadvantages of Holding Company.
3. Prepare a format of Income Statement as per Indian Companies Act 2013.
4. Discuss the methods of computing Profit or Loss Prior to Incorporation.

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FINANCIAL MANAGEMENT-I

(CMM-1006)

Total Marks: 25

a) Attempt any three questions.

1. Define the scope of Financial Management. What role should the financial manager play in a modern enterprise?
2. Examine critically the different approaches to the calculation of cost of equity capital.
3. Define cost of capital. Explain its significance in financial decision making.
4. What is meant by 'Operating Leverage' and 'Financial Leverage'?

ASSIGNMENT